

TARGETED PROMOTION DEPLOYMENT

ABSTRACT OF THE DISCLOSURE

A system for targeting promotions to one or more network device, such as set top boxes. The system includes a program manager server or scheduler which generates
5 a promotion schedule for the display of promotions on individual network devices. The scheduler creates the schedule by matching a viewership profile of the network device with membership criteria describing a particular demographic, viewership history, or geographic location, for example. The system also includes a promotion agent which receives the schedule from the scheduler, and then processes the schedule information.
10 The promotion agent may transmit the processed schedule information to a bulk manager agent which may receive the promotions from a bulk manager server. The bulk manager server may actually store the promotions prior to downloading them to the bulk manager agent, or may retrieve the promotions from a database. The schedule information may, for example, include the time schedule for displaying the specified
15 promotions and the location on a viewing device where the promotion is to be displayed.